

COMMUNICATIONS AND OUTREACH MANAGER - 1089

General Definition of Work:

Performs difficult professional work to prepare, implement and maintain public, internal and community relations programs. Maintains effective relations with the general public, employees and the media. Work is performed under the general direction of the Deputy County Manager. Supervision is exercised over departmental personnel.

Essential Functions/Typical Tasks:

Manages all internal and external messaging throughout the County; manages the County's brand and reputation; coordinates with County departments to deliver strategic direction and communication support for all County functions; produces relevant and timely information that engages the public in dialogue through education, public relations, marketing, advertising and community outreach strategies; participates in television programming and video production; represents the County at public functions; assists with special projects; maintains records and files.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

- Facilitates effective relationships between the communications team and other departments, agencies, the general public and media.
- Works with departments to integrate communication and marketing strategies into their implementation plans and ensures messaging is consistent with organizational standards.
- Develops County crisis communications plans and serves as Public Information Officer in crisis situations.
- Serves as the primary media contact. Monitors media coverage, proactively pitches to the media and responds to media inquiries.
- Develops and manages relationships with the general public through direct communication, targeted outreach, community events and programs.
- Writes and designs print and electronic publications for internal and external audiences, including newsletters, news articles, blogs, memos and print-ready media releases. Provides editorial support for County departments.
- Serves as lead content manager for the website, electronic newsletter, intranet and social media.
- Writes scripts for promotional videos and television programming, and provides voiceover and on-air talent for Channel 22.
- Plans and executes County events.
- Coordinates departmental budget.
- Performs related tasks as required.

Knowledge, Skills and Abilities:

Thorough knowledge of the principles and practices of public, internal and community relations, and social media; thorough knowledge of writing and editing; thorough knowledge of website content development; thorough knowledge of the organization, function and method of operation of the County and various operational departments; working knowledge of office equipment, computers and applicable software; ability to write news articles and releases; ability to gather and analyze facts on a variety of subjects matters and to assemble and present concise reports and presentations; ability to establish and maintain effective working relationships with County officials, news media and the general public; ability to communicate complex ideas effectively, orally and in writing; ability to manage events; and ability to attend work regularly.

Education and Experience:

Requires graduation from an appropriately accredited college or university with major course work in journalism, communications, marketing, public administration or a related field and considerable experience in communications, marketing and/or public relations.

Physical Requirements:

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally, and a negligible amount of force constantly to move objects; work requires reaching, standing, walking, and grasping; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

Special Requirements:

Requires occasional evening work for board meetings and other County events. Possession of an appropriate driver's license valid in the state of North Carolina. Position is essential as defined by the Inclement Weather Plan. Position is a safety-sensitive position as defined by the Drug Free Workplace.

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